



MAXIMIZING ROI

The HR Leader's Guide to Wellness Program Participation



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INTRODUCTION

In our previous ebook, *Evaluating the Success of Your Wellness Program*, we explored the crucial concepts of return on investment (ROI) and value on investment (VOI) in depth. We highlighted why it's essential for organizations to assess both metrics to fully gauge the effectiveness of their wellness initiatives. Essentially, both ROI and VOI are driven by employee engagement—higher participation translates into greater returns and enhanced value.

But here's the pressing question: How can you effectively boost employee involvement in your wellness program? This e-book aims to provide you with actionable strategies to increase engagement, ensuring that your wellness program delivers optimal results for your organization.

Measuring Employee Engagement in Wellness Programs

To boost participation in your wellness program, focus on these key engagement metrics:

➔ Enrollment

Track how many employees sign up for your wellness program. While important, it's just the starting point.

➔ Active Engagement

Measure the number of employees who actively participate and benefit from the program. This reflects meaningful involvement beyond mere attendance.

➔ Hollow Engagement

Identify employees who participate only superficially, like attending health screenings just to get a discount. Recognize this to design programs that foster genuine, sustained engagement rather than mere compliance.



For a deeper understanding, use employee surveys to assess the impact on well-being and uncover barriers to meaningful participation. This helps refine your strategies and enhance overall program effectiveness.

Factors Influencing Wellness Program Engagement



Employee engagement in wellness programs is influenced by a range of factors. Identifying and understanding these key elements will help you create a program that is both beneficial and attractive to your workforce.

HERE ARE SOME CRITICAL FACTORS TO CONSIDER:

A Family & Social Support

Research highlights the crucial role of family and social support in wellness programs. Studies show that having a supportive partner significantly boosts success in health goals like quitting smoking, increasing activity, and losing weight. Similarly, support from family and friends enhances physical activity levels in adolescents.

The key takeaway? Strong support systems, especially from those closest to us, can greatly impact our health habits. Incorporating strategies that involve family and social networks in your wellness program can drive higher participation and deeper engagement. Encourage employees to involve loved ones in wellness activities and foster workplace support networks to maximize the benefits.



Tools, Resources, & Information

Boosting wellness program engagement starts with providing the right tools and information. A Harvard Business Review study shows that many employees skip wellness programs due to a lack of awareness, not disinterest.



Key barriers include:

- **Perceived Health Sufficiency:**
Some feel they don't need extra resources.
- **Time Constraints:**
Busy schedules can be a deterrent.
- **Convenience Issues:**
Programs must be easy to access.
- **Privacy Concerns:**
Employees worry about sharing health data.



To overcome these barriers:

- **Provide Clear Information:**
Make program details and benefits easily accessible.
- **Ensure Accessibility:**
Offer user-friendly tools and resources.
- **Diversify Offerings:**
Include various wellness aspects, like mental health and financial wellness.



By addressing these needs, you can drive higher participation and engagement in your wellness program.



Overall Company Morale & Engagement

Peer pressure can be a force for good in workplace wellness. Strong support from all organizational levels—executives, managers, and coworkers—can boost participation and engagement in wellness programs.

TO MAXIMIZE IMPACT:

- ➔ **Executive Sponsorship:**
Ensure top leaders actively promote and support the wellness program.
- ➔ **Visible Promotion:**
Use internal channels to showcase endorsements and program benefits.
- ➔ **Integrated Culture:**
Make wellness a core part of the company culture.

b When leaders back wellness initiatives and promote them visibly, it fosters a culture that values health, driving higher participation and improving overall morale.

Clear Cost-Benefit Analysis

Employees often shy away from wellness programs due to unclear costs and benefits.

TO ADDRESS THIS:

- ➔ **Transparent Communication:**
Clearly outline all program features, including both paid and free offerings, and specify any associated costs.
- ➔ **Regular Marketing:**
Use emails, intranet, and meetings to consistently promote the program and its benefits.
- ➔ **Cost Breakdown:**
Provide a simple breakdown of any costs and their value.

b By offering a clear and accessible cost-benefit analysis, you'll help employees understand the value of the wellness program and boost their engagement.

Personalized and Targeted Programs

Wellness programs should go beyond physical health to address diverse employee needs.

SUCCESSFUL PROGRAMS ENCOMPASS:

- ➔ **Career Development:**
Offer career coaching and professional growth opportunities.
- ➔ **Social Life:**
Foster workplace community with team-building and social events.
- ➔ **Physical Health:**
Provide varied fitness and health resources.
- ➔ **Financial Security:**
Include financial planning and retirement workshops.
- ➔ **Community Engagement:**
Encourage volunteer activities and community involvement.

B A well-rounded wellness program that targets these areas enhances participation and overall effectiveness, supporting a more holistic sense of well-being.



Best Practices to Maximize Participation



Having identified the factors that influence engagement in wellness programs, it's time to apply this knowledge to maximize participation. Drawing on insights from the Society for Human Resource Management (SHRM), here are some best practices to ensure you achieve the highest possible participation levels:

Relevant Offerings

To maximize participation in your wellness program, it's essential to ensure that the offerings are relevant and inclusive for everyone in your organization. A common pitfall is when HR departments or benefits managers choose programs that cater only to the interests of a small group of decision-makers, overlooking the diverse needs of the entire workforce.

Diverse Financial Wellness Tools:

Tailor financial wellness resources to different life stages and financial situations. For instance:

- ➔ **Student Loan Management:**
Provide tools and advice for younger employees dealing with student debt.
- ➔ **Home Buying and Savings:**
Offer guidance for mid-career employees looking to purchase a home or improve their savings.
- ➔ **Retirement Planning:**
Include resources for older employees preparing for retirement.



By addressing these varied financial needs, you avoid alienating any part of your workforce and provide valuable support to everyone.

Flexible Physical Fitness Options:

To cater to all employees' fitness needs and preferences, offer a range of options:

- ➔ **Virtual Classes:**
Online workouts accessible from home or anywhere.
- ➔ **Home Fitness Programs:**
A variety of home exercise routines, including yoga, strength training, and mindfulness.
- ➔ **In-Person Gym Network:**
Access to a network of gyms, providing flexibility for those who prefer working out at a physical location.



By offering these diverse fitness resources, you ensure that all employees can find a convenient and effective way to stay active, no matter their location or personal preferences.

Platforms like Burnalong provide over 70 wellness categories on-demand and a network of 10,000+ fitness locations nationwide, catering to a broad spectrum of interests and needs. This includes everything from yoga and nutrition classes to diabetes education and prenatal fitness. With such a variety of options, employees ranging from young children in Mommy & Me classes to seniors can find programs that are meaningful and relevant to their personal health journey.



FITNESS



MENTAL



NUTRITIONAL



EMOTIONAL



**CHRONIC
CONDITIONS**



FINANCIAL

By providing a diverse array of wellness offerings, you cater to the unique needs of all employees, enhancing engagement and ensuring that everyone can find something that resonates with their individual wellness goals.

Social Reinforcement

Social learning theory shows that people mimic positive behaviors they see in their social circles. Use this to boost wellness program participation:

→ **Encourage Social Interaction:**

Design programs that foster connections among peers, friends, and family to create a supportive community.

→ **Leverage Technology:**

Platforms like Burnalong let employees join live classes with others, enhancing motivation through virtual group workouts.

→ **Include Family:**

With Burnalong's corporate accounts, employees can invite up to four family members or friends for free, expanding the support network and encouraging joint participation.



Integrating social reinforcement into your wellness program boosts engagement and helps sustain healthy habits.

Positive Rewards Over Negative Consequences

Social learning theory shows that people mimic positive behaviors they see in their social circles. Use this to boost wellness program participation:

→ **Boost Motivation:**

Offer meaningful rewards for achieving wellness goals to inspire genuine engagement and sustained participation.

→ **Create a Positive Atmosphere:**

Celebrate successes and progress to foster a supportive environment where employees feel encouraged.

→ **Avoid Penalties:**

Instead of penalizing non-participants, which can lead to minimal compliance and resentment, focus on rewarding achievements to drive real, positive behavior change.



Using positive rewards promotes a more engaged and motivated workforce.

Implementing Positive Rewards

→ Recognize Achievements:

Reward milestones like fitness challenges or health improvements with gift cards, extra time off, or wellness products.

→ Create Incentive Programs:

Offer discounts on gym memberships, exclusive wellness events, or contributions to health savings accounts.

→ Celebrate Successes:

Highlight and celebrate achievements through company communications and recognition events.



Focusing on positive rewards boosts motivation and engagement, leading to lasting behavioral changes in your wellness program.



Integrated Wellness Programs

For maximum impact, wellness programs should be holistic and cover various health aspects. While this may involve multiple vendors, integrating services can create a seamless experience.

➔ KEY COMPONENTS:

- **Employee Assistance Programs (EAPs):** Offer support for personal and work-related issues.
- **Health Insurance:** Include preventive and medical care.
- **Training & Ergonomics:** Improve workplace ergonomics and prevent injuries.
- **Disease Management:** Support for chronic conditions.
- **Health Screenings:** Regular assessments to manage health risks.
- **Fitness Activities:** Provide physical fitness resources.
- **Mental Health Support:** Stress management and counseling.
- **Financial Seminars:** Educate on financial wellness.

EXAMPLE

Unified Platform:

Burnalong integrates fitness, mental health, chronic condition support, and financial health into one app, simplifying access and boosting engagement.

➔ PROTECTING EMPLOYEE HEALTH INFORMATION

To address privacy concerns and enhance participation:

- **Understand Compliance:** Ensure adherence to data privacy laws like HIPAA.
- **Partner with Trusted Vendors:** Select vendors with strong data protection practices.
- **Communicate Privacy Measures:** Be transparent about data handling.
- **Implement Strong Security:** Use encryption and secure access controls.
- **Provide Privacy Training:** Train staff on data protection principles.

EXAMPLE

Vendor Selection:

Choose vendors with a proven record of data protection and clear privacy policies.

 By integrating services and prioritizing data security, you'll create a more effective and trusted wellness program, driving higher engagement and participation.

Burnalong Makes Employee Participation Easier and More Convenient



Employee wellness programs are crucial for enhancing overall health and fostering a productive and satisfied workforce. At Burnalong, we are dedicated to making it easier for both employees and employers to achieve these goals. Our mission is to simplify wellness program participation with tools and resources designed for maximum convenience and impact

DISCOVER HOW BURNALONG CAN ELEVATE YOUR WELLNESS PROGRAM:

➔ **Comprehensive Wellness Solutions:**

Burnalong provides a wide array of resources, including physical fitness classes, mental health support, chronic condition management, and access to a broad network of gyms. We cover every aspect of employee well-being, ensuring diverse options for all needs.

➔ **Ease of Use:**

Employees can access all wellness resources, including gym memberships, through a single app and login. This streamlined approach simplifies engagement and removes barriers to participation.

➔ **Flexibility and Accessibility:**

Whether employees are at home, on the go, or using our extensive gym network, Burnalong offers live and on-demand classes to fit any schedule. From quick workouts and meditation to financial wellness tips, our platform adapts to their lifestyle.

➔ **Enhanced Engagement:**

Proven to increase employee engagement by up to 5 times compared to traditional programs, Burnalong's integrated, user-friendly platform keeps employees motivated and committed to their wellness goals.



Discover how Burnalong can transform your wellness program and support your employees' diverse needs.

Get Started with Burnalong



At Burnalong, we are committed to supporting employees and employers with effective tools that make wellness achievable and sustainable. Let us help you create a healthier, more engaged workforce.



LEARN MORE

Explore our range of wellness programs and discover how they can benefit your organization.



SCHEDULE A DEMO

Contact us to schedule a demo and see firsthand how Burnalong can transform your wellness program.



Burnalong simplifies the process of launching and managing your corporate wellness program. With our comprehensive and user-friendly platform, we make it easier for employees to participate and stay engaged

EXPERIENCE THE BENEFITS

➔ **Streamlined Access:**

Employees enjoy a seamless experience with one app and login for all wellness resources.

➔ **Diverse Offerings:**

From fitness classes to mental health support and financial wellness, we cover all aspects of well-being.

➔ **Enhanced Engagement:**

Proven to boost participation by up to 5 times compared to traditional programs.



Discover how Burnalong can transform your wellness program and support your employees' health and motivation.

SCHEDULE A PRODUCT WALK THROUGH



Let us show you how Burnalong can make employee wellness easier and more effective for your organization.